

# ARTS & ECONOMIC PROSPERITY 6

The economic and social impact study of the nation's  
nonprofit arts and culture industry

## AEP6 RESULTS SNAPSHOT

2022 Arts, Economic, & Social Impact



### ECONOMIC IMPACT

ARTS & CULTURE  
TALLAHASSEE/LEON COUNTY

**\$203,984,071** DIRECT ECONOMIC ACTIVITY

\$94,466,082 - PERSONAL INCOME PAID TO RESIDENTS

\$33,203,566 - TAX REVENUES (LOCAL/STATE/FEDERAL)

**\$85.9M**

EVENT-RELATED SPENDING BY  
ARTS & CULTURE AUDIENCES

2,930 - JOBS | 2,625,999 - ATTENDEES

\$32.69 - AV. SPENDING PER PERSON, PER EVENT

**425,412**

NONLOCAL ATTENDEES

\$61.16 - AVG. SPENDING PER PERSON, PER EVENT

### NATIONAL RESULTS

ECONOMIC ACTIVITY	_____	\$151.7 BILLION
TOTAL SPENDING BY ARTS AND CULTURE ORGANIZATIONS	_____	\$73.3 BILLION
EVENT-RELATED SPENDING BY ARTS AND CULTURE AUDIENCES	_____	\$78.4 BILLION
JOBS SUPPORTED	_____	2.6 MILLION
PERSONAL INCOME TO RESIDENTS	_____	\$101 BILLION
GOVERNMENT TAX REVENUE	_____	\$29.1 BILLION



SCAN FOR MORE AEP6 INFORMATION,  
INCLUDING STATE OF FLORIDA &  
NATIONAL RESULTS

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## SOCIAL IMPACT

### ARTS & CULTURE TALLAHASSEE/LEON COUNTY

**86.3%** ACTIVITY / VENUE INSPIRES SENSE OF PRIDE IN NEIGHBORHOOD/ COMMUNITY

**83.9%** ATTENDANCE ENSURES ACTIVITY / VENUE IS PRESERVED FOR FUTURE GENERATIONS

**82.4%** FEEL GREAT SENSE OF LOSS IF ACTIVITY / VENUE NO LONGER AVAILABLE

**80.2%** AGREE VENUE / FACILITY IS IMPORTANT PILLAR WITHIN COMMUNITY

## ARTS & CULTURE BUILDS

JOBS & THE ECONOMY  
MORE LIVABLE COMMUNITIES  
CREATIVITY & INNOVATION  
EMPATHY & UNDERSTANDING  
SOCIAL CONNECTIONS

### NATIONAL RESULTS AUDIENCES

#### BIPOC / ALAANA ORGS

#### ALL ORGS

88.7%	—	"SENSE OF PRIDE"	—	88.5%
86.6%	—	"PRESERVED FOR FUTURE GENERATIONS"	—	86.6%
84.9%	—	"SENSE OF LOSS IF NO LONGER AVAILABLE"	—	86.0%
81.2%	—	"IMPORTANT PILLAR WITHIN COMMUNITY"	—	81.4%
\$38.29	—	AVG. PER PERSON EVENT-RELATED AUDIENCE EXPENDITURE	—	\$38.46



Americans  
for the Arts

**ARTS &**  
ECONOMIC PROSPERITY 6

For more detailed national and local findings, visit  
[tallahasseearts.org/about-coca/economic-development/#AEP6](https://tallahasseearts.org/about-coca/economic-development/#AEP6)

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